

I. **IN THE CLAIMS**

Enter the following claims.

- Al 28. A computer-implemented method comprising:
- selecting a first promotion determined to be more relevant to a consumer based on purchase history data;
 - determining a second promotion determined to be less relevant to said consumer based upon said purchase history data;
 - pairing said first promotion with said second promotion; and
 - providing the paired promotions to said consumer.
29. A system for selecting a first promotion determined to be more relevant to a consumer based on purchase history data, a second promotion determined to be less relevant to said consumer based upon said purchase history data, and pairing the first and second promotions, comprising:
- a computer system;
 - a database storing said purchase history data such that said purchase history data is accessible by said computer system;
 - code implemented on said computer system for determining said first promotion, and said second promotion, and for pairing said first promotion with said second promotion; and
 - structure for outputting data indicating the paired promotions.
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